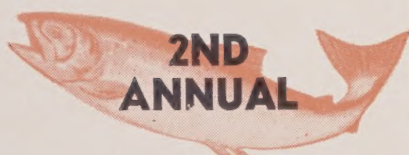




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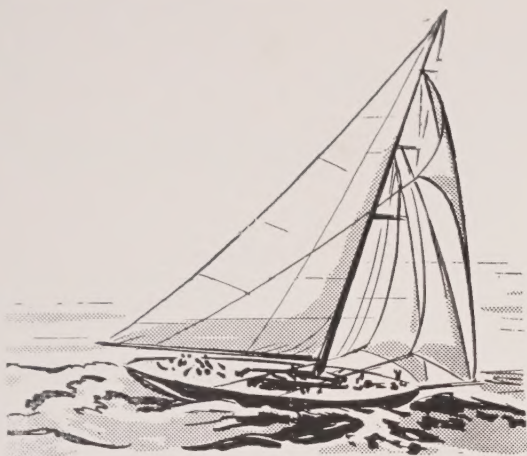
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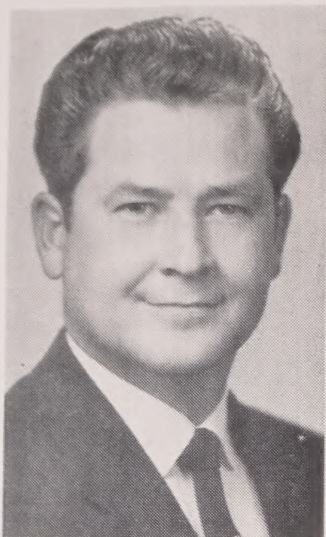


37th ANNUAL
ASTORIA REGATTA



2nd ANNUAL
OREGON FISH FESTIVAL

SCHEDULE OF EVENTS
JULY 18-19-20-21
ASTORIA, OREGON



DR. JOHN HICKMAN,
President
Astoria Regatta

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37th

Astoria Regatta

Astoria's 37th annual Regatta, the oldest water festival in the Pacific Northwest, continues to wear Mariner's garb this year as it struts its way through the festive gaiety of four full days of land and water activities combined with the 2nd annual Oregon Fish Festival July 18, 19, 20 and 21.

Pageantry and frivolity blended with a tribute to the economic life-line of a town is the keynote, the dominating theme of this year's celebration.

Thus the Regatta doffs its jaunty Yacht Cap to the fishing industry, which, in this old Columbia river town, has for generations sent men in ships down to the river and the sea to bring home fish for food for the tables of hungry the world over, and for the hungry whirring wheels of cannery row.

Just as your 37th annual Regatta bows to tradition and salutes the new, the old Regatta is loaded with surprises.

All events of the Regatta are centered in the Armory-Gyro field area of the city. The Armory will house the Oregon Fish Festival exhibits, the floor shows of the Regatta and the area around the armory will see a carnival set up in the streets. The Moose lodge, loaned to the Regatta for four days, will be the site of the all-new Pirate's Den. The Fish fry will be held at the Armory, the coronation at Gyro and the new, ever-popular band show, at Gyro field.

The Internationally famed Sportsmen quartet is also on hand to help you enjoy the celebration. Join us for four days of fun, won't you!

2nd Oregon Fish Festival

A town salutes its major industry with the second annual Oregon Fish Festival, which due to popular acclaim, is repeating as one of the major events of the annual Astoria Regatta.

In fact the fish festival has won its place as an integral part of the annual Astoria summer water celebration.

New wrinkles have been added to the fish festival fabric. The popular Savory Seafoods Search, a seafoods cooking contest, is on the agenda again with some new angles. And in the cooking line the all new cooking demonstrations from several foreign countries have been added to the celebration.

More exhibit space is available at the Astoria Armory and expansion has been made in this area. Public and private fishing groups have set up exhibits and plan to conduct demonstrations throughout the four-day celebration.

Also new this year is the selection of a King of the Fisheries. He is to be chosen from elimination contests and crowned at a special rite.

The Oregon Fish Festival, which is conducted under the auspices of the Astoria Regatta, was conceived by Dr. E. W. Harvey as a salute to the fishing industry of the state, region and nation.



DR. E. W. HARVEY
Chairman
Oregon Fish Festival

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Admiral

Real Navy Man Is Regatta Admiral

By **JOHN H. NELLOR**
A-B City Editor

An American military hero, who was in the forefront of the magnificent march of American men and material via land, sea and air lanes back to the Philippines in 1944-45, and whose beribboned chest boasts some of this nation's proudest decorations, is Rear Admiral Albert M. Bledsoe, Admiral of the Fleet for the 37th annual Astoria Regatta.

The first real-life sailor in the long history of the Regatta donned the spangles of the Regatta's top hand, when Rear Admiral Albert M. Bledsoe, USN, commander of the 13th Naval District gladly accepted the added stars of a full-fledged Admiral for Regatta-Rites in mid-July, according to Dr. John H. Hickman, regatta president.

No Stranger Here

No stranger to Astoria, Admiral Bledsoe has been a visitor in the city on many occasions both in peace and war. Most recently he has toured Tongue Point Naval Station on inspection visitations.

A native-born Texan, Admiral Bledsoe has a background of service to his country in the finest traditions of a naval officer.

His naval career spans both World Wars and the Korean conflict.

In 1917 he graduated from the US Naval Academy at Annapolis, and began his long years of service to his country.

During World War I he served on battleships in the Atlantic area. His tours of duty found him aboard the American fighting ships Nev-

ada and Mississippi.

Was Instructor

After World War I, during the time when US military might was rimmed and retrenched, he served as instructor at the naval academy and aboard various ships.

In 1935 through 1937 he was personnel officer for the Pacific Fleet. He later attended and graduated, in 1938, from the Naval War College at Newport, R. I.

At the time of the Japanese sneak attack on Pearl Harbor, which catapulted the US into the thick of World War II, Admiral Bledsoe was commander, destroyer division 6, then engaged in convoy duty in the Pacific.

During the uneasy, treacherous days of this opening phase of the war in the Pacific, ships under his command guided the convoys of ships and material to safety in alien ports.

Later he was assigned as director of the division of enlisted personnel in the Navy department . . . and it was under his direction that the Navy experienced the greatest growth in its history.

Guides Expansion

Under his direction the Navy was expanded from 200,000 men to a fighting machine of two million men.

In 1944 and early 1945 he commanded the cruiser Denver and received the Navy Cross for his part in the reoccupation of the Southern Philippines.

After his promotion to Rear Admiral he commanded the US Naval



ADMIRAL ALBERT M. BLEDSOE

Forces Afloat in the occupation of Japan for two years, and from 1948 to 1950 he was stationed at Bremerton as commander of the Naval base. His last tour of duty before returning to Seattle area was in Panama as commandant of the 15th Naval District.

Many-Sided Job

At the present time Admr Bledsoe's duties are threefold,

Commander US Naval Base, Bremerton, Commandant, Thirteenth Naval District, which comprises the four northwest states of Washington, Oregon, Idaho and Montana, and Commander, Northern Sector, Western Sea Frontier, which includes the waters off the states of Washington and Oregon.

Admiral Bledsoe is married and has three children.

Portland Gal Near Native Of LC Area

By PHILLIPPA SEABROOK
A-B Social Editor

Winsome is the word for Princess Nancy Lucile Springer of the royal Astoria Regatta court.

She is the daughter of Mr. and Mrs. Ted Springer.

Princess Nancy, Portland-born, is about as close to being a native-daughter as one can get, for she came to Astoria with her parents when she was just a tiny blue-eyed baby.

Now those blue eyes smile out from under brownette hair close-cropped and Nancy stands five-five when she doesn't wear heels. A June graduate of Astoria high school, this 18-year-old member of Astoria royalty was born January 28, graduated from Lewis and Clark grade school and hopes to attend Emmanuel hospital nursing school, for she sincerely wants to take up nursing as a career.

At high school, Nancy is a member of Quill and Scroll, honorary writing society, was class editor for the Zephyrus, is Girls League secretary and sings with the Madrigals, for she is a music major.

A member of the Methodist church and the Rainbows, this slender little princess loves to swim, along with other forms of outdoor sports, and is learning (with a few uncalled for dunkings) to water ski. Oh, yes, and she sews, too, and can prove it by several skirts and dresses she made for herself.

The youngest of the Springer family, Princess Nancy has two



older brothers, both married, Jerry and Richard, living here, and an older sister, Mrs. Dann Madden, Corvallis, and she answers to "Aunt Nancy" to several little nieces and nephews.

When it comes to food, a full-course ham or turkey dinner is Nancy's choice, if accompanied by sweet potatoes, "made the way mother makes them."

Court

Royal Lovely Will Pursue Serious Study

By PHILIPPA SEABROOK
A-B Social Editor

A vivacious brunette is Princess Judy Hein of the royal court for the 37th annual Astoria Regatta.

Princess Judy, daughter of Mr. and Mrs. Paul Hein, Youngs River road, first opened her big brown eyes 18 years ago January 8 in Grants Pass, but it wasn't very long afterward that she, her older brother Jack (freshman at OSC now) and their parents migrated up the coast to Astoria.

After graduating from Lewis and Clark Consolidated school, Princess Judy enrolled in Astoria high school, and now in her senior year, she thinks she'd like to study psychology in college next year. A deep subject for a pretty girl? Yes, but this princess is on the honor roll, a member of the Service club, secretary of the student body, and, as a member of Tri-Y Hi, represented that organization as a delegate to "Youth in Legislature" this spring.

Beside that, this year's first-to-be-announced princess is vice president of Christian Endeavor at her church, and devotional superintendent for the coast union of Christian Endeavor for the Christian church. And if those titles aren't imposing enough, she is honored queen of Bethel 58 Job's Daughters and chaplain of the Grand Assembly of Oregon, Order of Rainbow for Girls.

However, don't let all this worry you. It doesn't Judy, for with all her duties and titles, she still loves



to go boating and swimming and eat Chinese food

And now she has another thrilling title to add to her list—1957 Astoria Regatta princess!

Active Miss Adds Honor As Royalty

By PHILLIPPA SEABROOK
A-B Social Editor

"Miss Active," might be a better title for Princess Linda Thompson of the royal Regatta court.

Princess Linda is the daughter of Mr. and Mrs. Troyer Thompson. She was born in Astoria 18 years ago and she's lived here ever since, "in the same house."

This fifth princess, has a stateliness about her and a lot of poise for an 18-year-old, but it might have something to do with the fact that she is Girls State governor, elected at the Girls State conference in Salem last summer. This honor, one of the top ones that a girl can attain in her state, puffed up with pride the members of the American Legion auxiliary who sponsored her, the residents of Astoria and the rest of the county to boot, for it was the first time a local girl had won the governorship. When a local man, Robert Holmes, was elected governor of the state this fall, it rather looked as though honors were sort of coming this way.

At Astoria high school, Princess Linda was yell queen, chairman of School Spirit Morale committee and a member of the National Honor society among other things. She is past worthy adviser of the Rainbows, and recently won an Elks leadership award.

This tallest of the 1975 Regatta princesses (5 feet 7) has blond hair and blue eyes and a musical, low pitched speaking voice. She plays the piano ("haven't much time



these days to practice"), and likes athletics and sports only from the spectator's seat.

But she's an active person, this lovely Linda and at home she has two dogs, Bubby, one of the "Heintz" variety, and a stray black cocker she sneaked in one day and kept in her room until she got up enough nerve to tell her Dad. Also, there's a family parakeet, Hopey, so named because they hoped he would talk, which he hasn't.

Court

Navy Girl Travels Far, Likes Astoria

By PHILIPPA SEABROOK
A-B Social Editor

A Navy daughter who has seen quite a little bit of the world, but who adopted Astoria as her favorite home city, is Princess Evelyn Ann Lewis of the Royal Regatta court.

Princess Evelyn, daughter of Mr. and Mrs. Donald W. Lewis, Navy Heights, travelled the ocean blue to islands of the south Pacific, living on Guam for two years, with a stopover in Hawaii, then to San Diego. Before that Princess Evelyn with her parents lived in such interesting places as Connecticut and Florida and "all over California." She was born May 14 in San Diego 17 years ago.

But, already Astoria is her favorite, this lovely Princess declared sincerely, and she's only been here two years and two months. "It's the people!" she explained.

Princess Evelyn transferred from Chula Vista high school, near San Diego, to Astoria high school, where she was chosen Queen of Hearts two years ago and Junior Prom princess last year. She is president of the Future Teachers of America at AHS, belongs to the Forensic club, Library club, Math club (Torture hall), the national Honor society and treasurer of the senior class.

She plans to major in math and physics in college, likes to cook, swim, golf and paint (the whole family, including 8-year-old brother Bill, a student at Astor school, goes in for art), but better than any of these, this pretty princess



would rather curl up with an exciting math book, of all things.

But you'd never know it to look at this slender princess. Her hair is so dark it looks black, her skin is very fair and her eyes are a deep blue. Add to that a whistle-bait figure and you have Princess Evelyn.

Royal Court

Graceful Gal, Native Here, Court Vier

By PHILIPPA SEABROOK

A-B Social Editor

A hazel-eyed, ash blond girl, with the grace of a dancer and the charm that goes with royalty is Princess Sheryl Hoagland of the royal Regatta court. Princess Sheryl is the daughter of Mr. and Mrs. Frank Hoagland and a June graduate of Astoria high school.

This 18-year-old bit of femininity is a native daughter, proving that Astoria holds its own with other cities as a birthplace of beauty, and she's lived here ever since. And to further prove that Astoria produces pretty girls, there are three younger sisters, Darle, a sophomore at Astoria high school, a cute teenager in the sixth grade at Astor school, who was a flower girl a few years back for the Astoria Regatta court.

Princess Sheryl, with a serious look in her hazel eyes, which are fringed with long black lashes, has already decided that she wants to study business administration at Oregon State college after June graduation. She loves to read and likes to go boating on the family pleasure craft, named after the Hoagland's youngest daughter. (The three older Hoagland girls, including Princess Sheryl, also had boats named after them, "but they're fish boats").

At Astoria high school, this Regatta princess is a member of the Pepsters, vice-president of Tri-Hi-Y, a member of Forensic club, was a home-coming princess this year, and took a lead in the senior class play. She is past chap-



lain of the Rainbows and a member of Bethany Lutheran church.

Travel intrigues Princess Sheryl, although she wistfully stated that she's only been in Oregon, Washington and southern Canada, but she hopes to travel farther afield, sometime. She likes to sew, loves home-made popcorn and Chinese food. Incidentally, she's allergic to fish, and thereby hangs a tale. Dad at CRPA, has access to the finest and freshest fish in the world whenever the family wants it.

Royal Chaperone

Busy, Dizzy Routine Faces Court Leader

By PHILIPPA SEABROOK

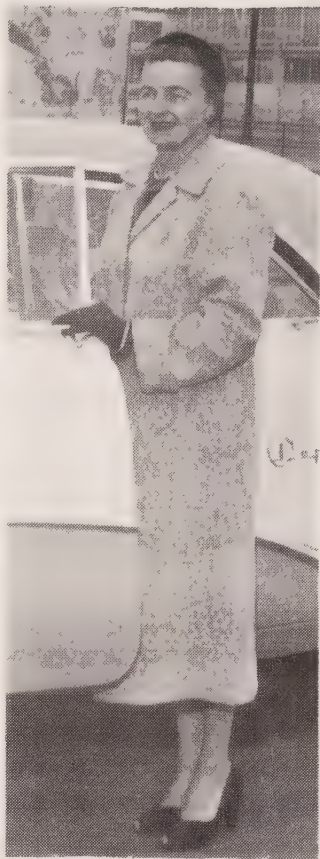
A-B Social Editor

With the Regatta court of five pretty princesses all in a row, it is fit and proper to present the royal chaperone, Mrs. Ed Niemi.

Born in Quincy, Mass., Mrs. Niemi came west with her parents to California, but it was at the early age of seven that she came to Astoria, where she has lived ever since. She attended the Taylor school and graduated from Astoria high school and it couldn't have been very long after that that she married Ed Niemi, for this attractive matron is already a grandmother, one of Astoria's handsome and youthful ones. (The Ed Niemi silver wedding anniversary was one of the highlights of September's social season).

Their daughter, Aliceane, now Mrs. Warren Bechtolt has two cunning little sons, Warren Edgar (Toey), 3, and Cary, 2. At home still at the Niemi home on Niagara is young John, 10, a fifth grader at Lewis and Clark school, still too young to be too concerned about five lovely princesses under his mother's watchful eye.

Active and interested in civic and community affairs, the official chaperone of the 1957 Regatta court has served as president of the distaff side of the Astoria Golf and Country club, was also president of Rotary Anns, held office in the Order of Eastern Star, served on the advisory board of the Rainbows and is current president of the Astoria chapter of the



Daughters of the Nile.

And she finds time to keep the books for her husband's oil company, but she laughingly stated she will have to ask the boss to give her time off for Regatta days and all their exciting events.

Chances are, he will. But if not, he'll have to deal with the Regatta committee, the five pretty princesses, the admiral, the rear admirals and the whole of Regattaland.

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Royal Aides



Page boys and flower girls for the annual Astoria Regatta are chosen from the elementary schools in the district. This year two girls serve as flower girls, two boys as page boys, and one boy as crown bearer.

Pictured above, left to right, are front row, Janice Tubbs, flower girl, Joan Hader, flower girl, and back row, left to right, Jeffery Smith, crown bearer, Donny Takliavento, page boy and Ross Fearey, page boy. (A-B photo).

Royal Stars



Sportsmen to Appear

Internationally famed stars of stage, screen, radio and television, the Sportsmen quartet, have been signed as top entertainers for appearances during the three full days of the annual Astoria Regatta, July 18 through 21.

The four celebrated singers, who are usually the horns of top US comedian Jack Benny's dilemma in his regular television show, have conquered every medium of show business. They have made appearances around the world in night clubs, theaters and at private parties for many years.

Plans Not Set

They will give performances on every night of the celebration.

It is expected that the group will perform during the intermission of the dances which are to be held nightly at the Regatta pavillion.

They will also participate in the coronation of the queen which takes place on the opening night of the Regatta, Thursday, July 18.

"The Regatta is the biggest cele-

bration of the year in Astoria and in asking support of the community the association feels it is their duty to present something of value in return.

"We feel that this year, with the well known and internationally famous Sportsmen quartet, we are offering the community top entertainment . . . entertainment they will long remember," Dr. John Hickman, association president says.

The group has appeared in various entertainment media throughout the United States for many years. They are currently featured on the Jack Benny television program and are the voices behind several of television's most popular singing commercials.

The quartet is also well known for the stage shows they perform and will do something besides sing during their appearances, Hickman said.

A rather lengthy program of song, fun and hi-jinks is featured by the group. This will be their only appearance in Oregon this year up to this date.



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ASTORIA REGATTA — OREGON FISH FESTIVAL

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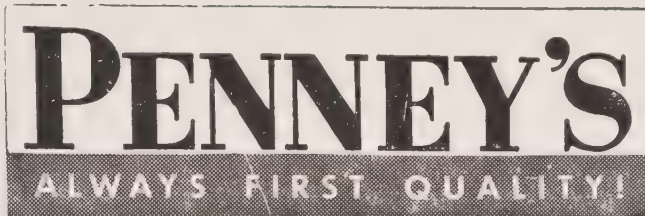
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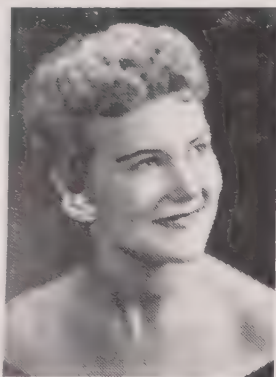
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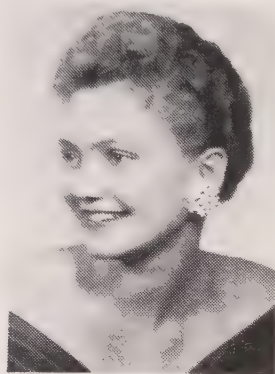
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 4th—Louise Tallant, 1900
 5th—Ivy B. Barker, 1901
 6th—Frances Thomas, 1903
 7th—Mrs. Charles L. Houston, 1904
 8th—Laura Seafeldt Malar, 1905

9th—Esther Anderson, 1906
 10th—Harriet Tallant, 1907
 11th—Harriet Wise, 1908
 12th—Gertrude Upshur, 1911
 13th—Mrs. Charles Callender, 1913
 14th—Mrs. Alli Forstrom, 1914
 15th—Mrs. J. E. Roman, 1915
 16th—Muriel Saling, 1916

PRELUDE:

Commandant's Band

INTRODUCTIONS:

Warren Grimberg,
 Master of Ceremonies

HONOR GUARD:

Admirals
 Anchor Club Drill Team
 Admiral's Staff

PRESENTATION OF THE COLORS:

U. S. Navy

STAR SPANGLED BANNER:

Led by Dan Hall

PROCESSIONAL:

Entrance of Royal Court
 Presentation of Royal Court by
 their Escorts
 (Commandant's Band)

ENTERTAINMENT:

1. Selections by the Sportsmen
2. Selections by Commandant's Band
 (Curtain Opening)

INTRODUCTION:

Presentation 1956 Queen
 Judy Palmberg
 Coronation Ceremony
 Recessional (Commandant's Band)

ADMIRAL:

Albert N. Bledsoe,
 Rear Admiral, USN

PRINCESSES AND THEIR ESCORTS:

Judy Hein
 Sheryl Hoagland
 Evelyn Lewis
 Nancy Springer
 Linda Thompson

CROWN BEARER:

Jeffrey Smith, Star of the Sea

FLOWER GIRLS:

Janice Tubbs, John Jacob Astor
 Joan Hader, Capt. Robert Gray

PAGES:

Ross Fearey, Lewis and Clark
 Donny Tagliavento,
 Lewis and Clark Consolidated

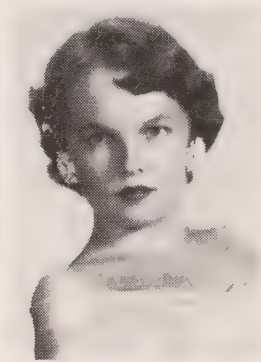
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18th—Eleanor Norblad, 1933
19th—Josephine Waffle, 1934
20th—Peggy Chessman, 1935
21st—Nancy Fulton, 1936
22nd—Jean Maunula, 1937
23rd—Jane Lagassee, 1938
24th—Frances Ann Mott, 1939

25th—Jeanne Pauling, 1940
26th—Anne Halderman, 1941
27th—Lydia Dorn, 1952
28th—Marilyn Ransom, 1953
29th—Molly Malarkey, 1954
30th—Sue Sandoz, 1955
31st—Judy Palmberg, 1956
32nd.....

CHAPERONE:

Mrs. J. E. Niemi

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Mrs. Bob Graves, General Chairman
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COURT'S WARDROBE:

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Mrs. Eugene Knutsen

PROGRAM:

Mrs. Howard Burns, Mrs. Eino Juola

QUEEN'S LUNCHEON:

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QUEEN'S TEA:

Mrs. Arthur Johansen, Gen. Chr.
Decorating: Mrs. Albert Sorkki, Mrs. Harold Johnson, Mrs. Albert Frye, Mrs. A. L. Anderson, Mrs. Don Johnson
Kitchen Co-Chairmen:
Mrs. Donald Hoyer,
Mrs. Donald Kubik

REGATTA PUBLICITY:

Mrs. Harry Duff

ANCHOR CLUB SKIPPER:

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THURSDAY, JULY 18—(Afternoon)

4:00—Arrival of "Admiral of Fleet" and Greeting by a flotilla of types of boats—36th St.

4:15—Welcome of Governor R. D. Holmes and "Admiral" A. M. Bledsoe

8:15—Formal opening of Astoria Regatta and Oregon Fish Festival

Admission: Adults \$1.00, Children \$.75

Coronation Program—Gyro Field, "The Sportsmen," Anchor Club, Mrs. B. E. Graves

9:30—FISHERMEN'S FROLIC—Dancing

Special Teenagers' program by "The Sportsmen"

Teenagers' \$.75, Adults \$1.00

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FRIDAY, JULY 19—(Morning)

9:00—"SAVORY SEAFOODS SEARCH" COOKERY CONTEST—
from Oregon Seafoods:

9:00—AppetizersMrs. A. H. Mather, Chr.,
Mrs. A. J. Conger

9:45—Chowders and SoupsMrs. Arthur Paquet

10:30—SaladsMrs. Edward Poysky

11:15—Entrees or Main DishesMrs. Herman Haggren

1:00—Men's DivisionMrs. J. A. Nichols

Judges: Catherine Laughton, Nell Nichols, Anne Shaw
Equipment: Aladdin Electric Co.

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10:00—"KING OF FISHERIES CONTEST: Public Invited —
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10 00—"FISH FAVORITES FROM FAR-AWAY"—

Cosmopolitan Cooking of Seafoods

Armenian, Mrs. C. Love (rockfish) Mrs. Sverre Koppen, Chr.

Norwegian, Mrs. Henry Larson (sturgeon balls)

.....Mrs. John Auvil

Danish, Mrs. Clifford Olson (cod)

.....Mrs. Veikko Hompannen, Miss Adelaine Sather

Baby-sitting by Rainbow GirlsMrs. D. E. Patten

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1:30—"FISH FAVORITES FROM FAR-AWAY"—

Cosmopolitan Cooking of Seafoods

Scotch, Mrs. Lucille Moore (rockfish)

.....Mrs. Sverre Koppen, Chr.

German, Mrs. F. Kalm (canned calmon)Mrs. John Auvil

Chinese, Mrs. Mary Lum (sturgeon)

.....Mrs. Veikko Rompannen, Miss Adelaine Sather

Baby-sitting by Rainbow GirlsMrs. D. E. Patten

Narrator: Miss Anne Strachen

Equipment: Greenberg's Furniture

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4:00—AWARDING OF COOKERY CONTEST PRIZES

7:00—KIDDIES' PARADE—Kiwanis ClubMax Millhollin

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8:00—CROWNING OF "KING OF FISHERIES"

Master of Ceremonies: R. J. Hansen

Introductions:

Fisheries Proclamation: Governor R. D. Holmes

Speaker: J. R. Deas, American Can Co.

Grand prize of cookery contest announcement: Judges

Presentation of "The Net"

Quartet: The Sportsmen

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10:30—"The Sportsmen"

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10:00 to

12:00—AQUATIC EVENTS

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10:00—"FISH FAVORITES FROM FAR-AWAY"—

Cosmopolitan Cooking of Seafoods

Austrian, Mrs. C. Turina (clams)

.....Mrs. Sverre Koppen, Chr.

French, Mrs. M. M. Lunning (rockfishMrs. John Auvil

Finnish, Mrs. Matt Olsen (rockfish

.....Mrs. Veikko Rompanen, Miss Adelaine Sather

Baby-sitting by Rainbow GirlsMrs. D. E. Patten

Narrator: Miss Anne Strachen

Equipment: Greenberg's Furniture

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1:30—"FISH FAVORITES FROM FAR-AWAY"—

Cosmopolitan Cooking of Seafoods

Jewish, Mrs. L. Freidman (sturgeon, salmon, and fillets

.....Mrs. Sverre Koppen, Chr.

Italian, Mrs. A. J. L'Amie (tuna)Mrs. John Auvil

Swedish, Mrs. A. H. Lofgren (salmon)

.....Mrs. Veikko Rompannen, Miss Adelaine Sather

Baby-sitting by Rainbow GirlsMrs. D. E. Patten

Narrator: Miss Anne Strachan

Equipment: Greenberg's Furniture

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4:15—ASSEMBLY OF PARADE BOATS OFF WEST MOORING
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4:30-5—MARINE PARADE BEFORE ASTORIA TO EAST MOORING
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Astorian Budget

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7:30—BAND AND DRILL EXHIBITIONS—Gyro Field

9-1:00—GRAND BALL

Music by Eddie Anderson's Orchestra

Admission: \$1.50

10:30—QUARTET—The Sportsmen

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17th St. Entrance

John Osborn, Lee Wiegardt, Lee Canessa, A. H. Mather, A. J. Conger,
R. E. Jensen, J. Sullivan, Mrs. J. L. Foote, J. D. Hendrickson

1:00—MARINE EVENTS—East End Mooring Basin
Jack Ford, Chairman

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The Port of Astoria is under the direction of five elected Commissioners. Located in Astoria, ten miles from the sea lanes, the facilities include three piers with six berths for ocean vessels; 415,000 square feet sprinkled warehouse space; ten acres open storage area; a 1 million bushel grain elevator; mechanical equipment including a 35 ton capacity locomotive crane for handling all types of cargoes; 11,125 feet of rail trackage; bunkering oil facilities for ocean vessels. Two small boat mooring basins with space for 1000 boats are operated by the Port.

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Museum

Famed Old Home in Region Is Now Big Clatsop Museum



Capt. George Flavel, the mariner, shipping figure and capitalist who brought the Victorian age to bloom in Astoria, with the erection of this mansion, was one of the most remarkable men in the maritime history of the Pacific Coast. His record as a master and his skill and daring as a bar pilot was well known. His ability as a business man approached wizardry in the judgment of the day, for he had acquired a monopoly on piloting and towing at the bar in face of severe and ruthless competition from Portland capital.

Mrs. Flavel's parents were Mr. and Mrs. Conrad Boelling, pioneers of 1847. She was a little girl of 8 years when she came to Astoria,

and the primitive village that was Astoria, and the family spent the first months in the only available shelter "Shark House", a small and crude dwelling built by the survivors of the US warship "Shark," wrecked on the bar in 1848. Her home remained Astoria for 80 years, and she ended her days in the finest mansion on the banks of the Lower Columbia River, surviving her husband many years.

One of the outstanding features of this luxurious home was the number of elaborate mantels of choice woods. Fireplaces were a hobby of Capt. Flavel, who liked warmth, comfort and luxury. There are six fireplaces, all different. They are, of course, all Victorian in style, hand carved rosewood, mahogany, walnut and maple. Panelling in the rooms are of highly polished redwood with Philippine mahogany and other rare woods. Tilings of the six hearths are all imported, each from a different European or Asiatic country. From their many trips to San Francisco, New York and abroad, the Flavels brought handsome pieces of furniture and rare collections of bric-a-brac and statuary to beautify their home.

The house was continuously resided in by the Flavels, and descendants, until the death of the oldest daughter, Miss Nellie, in 1933. Her grandniece and heir, Miss Patricia Flavel, deeded the property to the County in the hope that it could be utilized as an historical center, and in turn, the County turned it over to the Clatsop County Historical Society which is responsible for the restoring, furnishing and maintaining the old mansion as an historical center and museum.

Astor Column

Towering Monument Beacon For Travelers to Astoria

Towering above Astoria on a promontory that commands a panoramic vista of ocean, river and mountain, the Astor Column, erected in 1926, commemorates the westward sweep of discovery and migration which brought settlement and civilization to the Sunset Empire.

All of the events which led to the establishment of American claims to the Northwest territory, and the ultimate winning of the west are colorfully emblazoned on the column which juts 125 feet into the sky. Inside of the towering tube are 166 steps of a circular stairway which leads to the top of the tower. On top is a circular platform which gives an encompassing view of the Columbia river bar, Youngs Bay, and the rivers in the surrounding countryside.

The column itself is patterned after the noted Trajan Column erected in Rome by Empereor Trajan in 114 AD. It was designed by Electus Litchfield, New York architect, and the decorations on the shaft were completed by an Italian artist, A. Pusterla. Descendants of John Jacob Astor and the Great Northern railway are responsible for construction of the monument.

Depicted on the column in pictorial frieze are the coming of the settler and civilization, restoration of Fort Astoria to the United States in 1818, the sinking of the Tonquin in 1811, arrival of the Pacific Fur company party in Astoria in 1812, Tonquin arrives in Astoria and the building of Fort Astoria in 1811, Tonquin sails for New York 1810, Lewis and Clark expedition builds Fort Clatsop, 1805-06, Lewis and Clark expedition making salt arrival of the Lewis and Clark expedition, 1805 and discovery of the Columbia river by Captain Robert Gray in 1792.



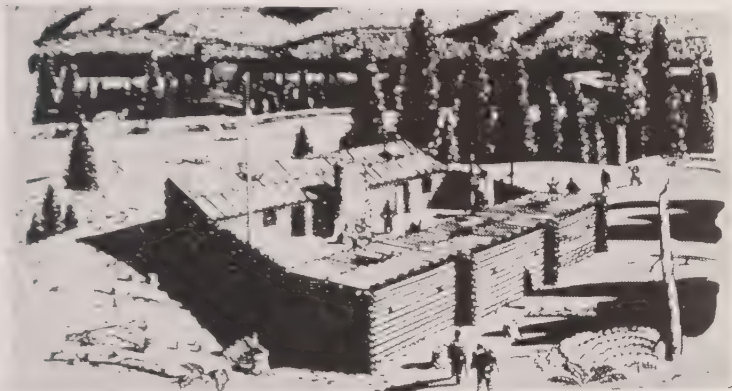
The monument is situated atop Coxcomb hill in the center of an Astoria residential district. It is easily accessible on paved roads.

Maintenance work on the monument and grounds is continuous and is under the supervision of the city government. A light blazes from the tower nightly and serves almost as a beacon to those traveling toward Astoria by land, sea, river or air.

A full-time custodian resides atop the hill at the monument site and takes constant care of the grounds. Signs throughout the downtown area of Astoria direct traffic to the monument.

Fort Clatsop

Ft. Clatsop Reconstructed As Famed Explorer Saw It



Fort Clatsop was the winter headquarters in 1805 and 1806 of the Lewis and Clark Expedition and the first US Military Post west of St. Louis. This historic fort was rebuilt in its exact replica (determined by the Journals of Captain Clark) in 1955 by the Astoria Jaycees and other civic organizations with logs donated by the Crown-Zellerbach Paper Corporation.

The fort is 50 x 50 feet, with three rooms along one wall and four on the other. Through the center is a military parade ground as this was a military expedition

There were 33 members in the Lewis and Clark party including the Indian guide Sacajawea and her small son. As the winter home of the 33 member party Fort Clatsop is one of the true historic sites in early western American history.

The dedication of the rebuilt Fort on August 21, 1955, marked the first event in Clatsop County's observance of the Lewis and Clark Sesquicentennial. Legislation has been introduced to determine the feasibility of making Fort Clatsop a

national shrine.

Fort Clatsop is located on the exact site of the original fort and is 4½ miles south of Astoria near US Highway 101. The fort is always open for visitors and it is rapidly becoming the greatest tourist attraction along the Oregon coast.



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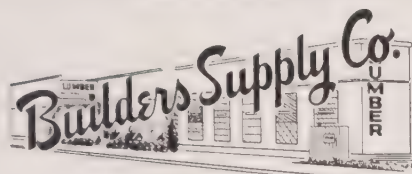
Canned Salmon

Crabs

Crabmeat

Filletts

Halibut



MARINE DRIVE at 18th

ASTORIA

Famed Events on Summer's Agenda

The Annual Astoria Regatta and Oregon Fisheries Festival is foremost among the area's annual civic and community events. Held each year during late summer, thousands of visitors make this one of the most colorful celebrations held in Oregon. Seaside's Annual Miss Oregon Pageant is another Clatsop

County mid-summer attraction. Many area, state and regional conventions are held each year in Astoria Seaside and Gearhart. Astoria's Annual Home and Auto Show, 4-H Fair, Dog Show and Armed Forces Day observance enjoy the participation of all local citizens and many visitors.

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Industry in Area Now Diversified

Industry in the Astoria area is no longer entirely dependent on lumbering and fishing as in the early days of the community. But even today these two play an important role in the economy of the area. Clatsop County forests still produce 175 million board feet of logs annually, and logging alone gives employment to over 500 men in the county.

The Fishing and Processing industry, which has been, since early times, harvesting the prod-

ucts of the Columbia river and the Pacific ocean, is a vital part of the economy.

More than 1500 persons are employed in the fishing industry, producing an annual pack in excess of 1,500,000 cases of salmon, tuna and other fish products valued at \$20 million.

The largest flour mill in the state of Oregon, daily produces enough flour to make 1 million loaves of bread. The annual output of flour is 150 million pounds.

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By Clatsop County Huge Area Covered

Clatsop County covers an area of 820 square miles (524,500 acres), and has a population of 30,776, an increase of 24.6 per cent since 1940. The county's population is divided among 16,217 urban, 11,952 rural (non-farm) and 2607 farm. There is a total county labor force of 11,808 with 6 per cent in agriculture and 27.8 per cent in manufacturing.

Approximately 420,000 acres of the county are in forest lands; with some 67 per cent of the timber holding in private ownership. The county government is administered by the Clatsop County Court, composed of the County Judge and two commissioners, who are elected for a four year term.

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Important Locally Tourist Business

The Convention and Tourist business ranks third among Clatsop, County industry and is fastly becoming the county's second largest wealth producer. Several hundred state, area and regional conventions are held each year in Astoria and Clatsop County. Excellent convention facilities are available in Astoria, Gearhart and Seaside. With the many recreational facilities, year-around soft climate and ideal hotels, motels and other facilities beckoning the convention and tourist visitor. Clatsop County is

rapidly becoming the tourist and convention mecca of Oregon. Rich in historical and natural beauty the area offers the visitor pleasure unequalled any where. The picturesque Astoria waterfront, Pacific beaches, historical monuments, fish canneries streams and lakes and green forests are a year-around playground for the visitor. Complete information on what to do and what to see in Astoria and Clatsop County is available from the Astoria Chamber of Commerce.

CRAB POT

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We Serve the Big Crab Cocktail

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Town Located at Mouth of Columbia

Astoria, situated at the mouth of the Columbia River derived its name from the John Jacob Astor Expedition, which reached this location in 1811 and established a fur-trading post in what is now the business center of the city of Astoria. Prior to that event, Captain Robert Gray, in 1792, discovered and entered the river which now bears the name of his ship, "The Columbia." Meriwether Lewis and

William Clark terminated their mous "Lewis and Clark Expedition" by spending the winter of 1805-06 at Fort Clatsop, near Astoria. These events had an important influence on the acquisition, by the United States, of the Northwest Territory. Built on a solid economic foundation, Astoria has continued to grow and its industries expand at a steady pace.

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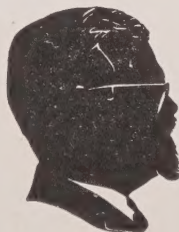
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